

ABSTRACT

A method and system for accumulating data to match and matching a user, based upon a play style and/or personal attribute, in an online gaming environment is described. One aspect of the invention provides a matchmaking system that matches players based upon a play style of the players. The system matches players who are looking for games with players who prefer similar play styles. Similarly the system can match players based upon a personal attribute of the player. The system can be built into existing general skill level and technical capabilities based matchmaking systems to provide more user desired matchmaking parameters, allowing a user to choose based upon play style, personal attribute, general skill level, and/or technical capabilities.